POINT CONSULTING
(Preliminary Ideas)

POINT's Focus -- as an Organization and as Consultant

POINT is a dilettante of an organization -- a foundation whose main intent is to uncover information about a lot of things, to disseminate this data in interesting ways and to promote a sense of community among its supporters.

POINT knows it is not an authority on any one topic but rather a catalyst through which information flows. We do not want to do work for which others are better qualified,

Preliminary questions

In considering any consulting possibility, POINT will strongly emphasize the fact that doing it will do one of the following:

- Recycle information we already have
- Bring in more usable information or contacts

Other, perhaps less important questions, may be:

- How much extra work will this task entail
- How much new information will be generated
- Do we want to do this work -- is it fun?

Type Of Consulting

As stated above, POINT does not claim to be an authority on anything but it certainly dabbles in a lot. Sharing this information with other people, whether at a corporation, individually, or at POINT, is certainly one way we can effectively disseminate this knowledge.

For instance, having worked on the creation of the *CD-ROM Whole Earth Catalog*, we could consult with others not on programming with HyperCard but on how to use HyperCard to create a new product. Likewise we are a small publishing house which has brought subscription management in-house and could help other firms do the same for a price.

Consulting Logistics

Whether making a presentation to a corporation, to a group of individuals or addressing one person, the following logistical points have to be considered:

- Target Market: who is this designed for? are there enough interested persons?
- Staffing: who will be in charge of the consulting? what are their qualifications? how much will they charge?
- Location: how many people are we planning for? what physical locations do we know about now?
- Budget: is this going to be a high-class event? low-cost?
- Marketing: how will this session be marketed to? where?
- Mechanics: who will monitor/manage this session?

As time goes on, and information is gathered, POINT can develop models for the above points -- databases and budgets can be prepared which can be modified to suit the specific consulting situation.

Types Of Consulting Packages POINT Might Initially Explore

Drawing on its experience, plus plans for the future, some consulting topics that POINT can readily package and market are:

General Corporate Package

Though we are not futurists, POINT often uncovers innovative data which forward looking companies might be interested in. Reading through POINT publications, corporate leaders might uncover seeds of ideas which may come into fruition over the next ten years.

For a set fee to POINT, a forward looking corporation that would like to obtain such an ideological and/or business edge, could receive the following:

- a certain number of WER subscriptions
- an advance two-page summary of highlights from the upcoming issue of WER
- a Special Issue Book (if published)
- unlimited access to the POINT Research Line for one year
- one day visitation from a POINT consultant

Environmental Package

In this the Decade of The Environment, some corporate leaders will want to be known as ecological proponents. As a way in which they can offer benefits to their customers and/or employees while bolstering their own image, these corporate leaders may wish to invest in the POINT Environmental Package.

For a set fee a corporation would receive the following:

- a tour for 25 people of ten Bay Area Restoration site
- a copy of Healing the Earth
- a copy of the Ecolog calendar
- unlimited access to the POINT environmental database for one year
- A special session about/with an environmental hero